

EA Net Topics – December Meeting

Best Practices concerning: Diversified Advertisement/Communication



Questions for EA Net members:

Outreach/promotion

For Staff/Faculty:

Are materials explaining the EA program distributed to all staff/faculty?

Are staff/faculty advertising the EA program?

Are staff/faculty across campus informed of EA program updates on a regular basis via various methods?

Does leadership on campus outwardly support the EA program?

For Students:

Are materials concerning EA program distributed to all students advertising the EA program?

Are students across campus informed of EA program updates on a regular basis via various methods?

For Community Partners:

Have pertinent/valuable business partners in the community been identified?

Have outside community partners been informed of the EA program and are they advertising the EA program?

What forms of advertisement are best to distribute to these organizations?

Are the media/stakeholders aware of the EA program?

Modalities

What communication/outreach methods should be used to connect with students?

Are there multiple outreach campaigns happening throughout the semester/year?

Through what means have the media/stakeholders been notified?

Eligibility criteria

Have clear and precise criteria been established for recipients of the EA funds/awards?

Has eligibility criteria been placed on all advertising/outreach materials?

Has eligibility criteria been placed on the campus website?

Has eligibility criteria been placed on the EA application?

Limitations

What (if any) limitations hinder the outreach of the EA program?